

Digital Communication and Graphic Design Specialist

Location:	Kyiv
Type of Contract:	Consultant specialist full
Languages Required:	Ukrainian, English
Starting Date:	1 March 2020
Duration of the Contract:	Until 31 December 2020

SKL International is looking for a Digital Communication and Graphic Design Specialist for implementation of Ukraine Local Empowerment, Accountability and Development Programme - U-LEAD with Europe Support to improved administrative service delivery, Roll-out Phase extension. The positions shall be consultancy contracts for a period of maximum 10 months (1 March 2020 – 31 December 2020).

The Digital Communication and Graphic Design Specialist should be a talented communications professional: skilled in graphic design and digital communications; proficient in WordPress and website content maintenance; self-motivated person with high level of English, who can work effectively in a dynamic and changing environment. The position requires integrity, innovation, problem-solving skills, professionalism, strong interpersonal skills and the ability to work as an effective team member.

About SKL International

SKL International is a subsidiary to the Swedish Association of Local Authorities and Regions (SALAR), representing all 290 municipalities and 20 county councils in Sweden. We are a leading consultancy company supporting local democracy and good governance in developing and transition countries. Our expertise covers areas such as capacity building on municipal management and service delivery; local and regional development; decentralisation policies; support to local government associations; and European Integration. Geographically, SKL International's projects cover countries in Central and Eastern Europe as well as Africa and Asia.

Description of the assignment context

U-LEAD with Europe is a multi-donor action of the European Union and its Member States Denmark, Estonia, Germany, Poland and Sweden. The Programme aims at supporting the Decentralisation reform in Ukraine and contributes to the establishment of multilevel governance that is transparent, accountable and responsive to the needs of the population.

The Programme has two main objectives:

1. Enhancement of the capacities of key stakeholders at the national, regional and local levels to implement the regional policy and decentralisation reforms (GIZ). This includes vertical and horizontal coordination and capacity development at all levels of government throughout Ukraine.
2. Empowerment of amalgamated communities to deliver high quality administrative services to their citizens aims at contributing to the ongoing decentralisation reform in Ukraine (Sida). For this purpose, Sida has subcontracted SKL International who worked in 26 pilot communities on establishing different types of ASCs (2017-2018). During the Roll-out phase (2018-2020) Sida is aiming at to support up to 600 Administrative Service Centres to improve the service provision for citizens of Ukraine.

During the Roll-out phase extension SKL's International role will consist of these areas of work:

- Ensuring quality and relevance of the Support Package on how to establish an ASC (developed during the inception phase);
- Communicating the role of ASC in the decentralisation process;

- Policy advice and support on administrative delivery in Ukraine;
- Support to peer exchange between amalgamated communities in service provision
- Support limited amount of hromadas in making their premises for ASCs more energy efficient.
- Establish a Help Desk for hromadas and ASC to enhance better administrative service provision at the local level.

Project has both tangible deliverables such as new constructions for ASCs and energy efficient infrastructure in up to 4 pilot hromadas, and non-tangible results such as policy and methodological recommendations.

Organisational set up

The team in Ukraine will comprise of approximately 12 long-term consultants covering policy expertise, logistics support, construction works, and methodological support. In addition the Team Leader will oversee and coordinate the contributions of short-term consultants.

SKL International encourages a horizontal and transparent organisation based on trust and independent work of consultants. The experience from the inception and the Roll Out Phase has shown this to be a successful approach that should be applied also for the coming phase of the project.

Duties and Responsibilities

Duties of Digital Communication and Graphic Design Specialist include, but are not limited to:

- Responsible for the design and production of print, digital and social campaign graphics;
- Ability to work from concept through execution and maintain identity guidelines;
- Work collaboratively to refine design concepts and to express complex messages clearly and concisely and ensure optimal user experience;
- Maintain library of corporate identity marks, templates and other resources;
- Prioritize and balance multiple projects while maintaining exceptional quality of work;
- Work closely with all actors on communication matters: SKL International, NIRAS, hromadas and other actors in order to reach common visibility standards and recognition of the Programme;
- Work closely with the core team in Kyiv and Stockholm;
- Produce content (texts and visuals) related to ASCs openings relevant for media, social media, website, etc.;
- Media support of various public events on national level in order to achieve better understanding of the Programme, recognition and visibility;
- Coordinate efficiently with vendors (design and print houses, BTL agencies, MB agencies, production houses etc.).

It is required to be able to travel in Ukraine.

Communication

- Constantly inform management of the Project in Stockholm and Kyiv about a progress, problems and achievements in work;
- Daily coordination with communication team in the Project.

Monitoring, evaluation and reporting

- Regular monitoring, reporting and communication with the Stockholm office and management team in Kyiv.

Required Skills and Experience

Education:

- University Degree in journalism, communications or equivalent.
- Master's degree is a strong asset.

Professional experience:

- At least 3 years of relevant professional experience performing tasks similar to the required job position;
- Experience of working with Local Self Governance in Ukraine, Understanding the concept of Decentralisation is a merit;
- Evident experience in supporting design and external communication of events;
- Knowledge of web marketing, social media, print processes, and advertising;
- Proficient with a computer, including Microsoft Office programs;
- Proficient in Adobe Create Cloud programs (InDesign, Illustrator, Photoshop, Premiere Pro);
- Exceptional graphic design and layout skills;
- Strong oral and written communications;
- Demonstrated innovative and creative thinking;
- Ability to handle multiple projects and tasks simultaneously, without close supervision;
- Capacity to be flexible and multitask;
- Previous experience of working with the governmental sector is a strong asset;
- Knowledge of HTML, CSS and web standards preferred.

Conditions and Logistics

A consultancy contract will be signed between SKL International and the Digital Communication and Graphic Design Specialist which will outline the conditions for the position in detail. Please note this position is not an employment position, meaning that applicants must be established as consultants and will be liable to pay all relevant taxes and insurances.

A competitive consultancy fee will be offered to the successful candidate.

Evaluation of response and selection

Interested applicants should send their proposal as **one PDF document**, comprising the following documents, to SKL International **no later than February 20th, 2020**:

- a) Up-to-date CV indicating relevant experience and qualifications (maximum **two A4-pages**);
- b) A brief description of the applicant's motivation and suitability for the assignment (maximum **one A4-page**);
- c) A statement that the applicant will be available to start the position no later than 1st of March 2020.

Digital Communication and Graphic Design Specialist will be selected based on specialist competence and suitability matching the requirements described above.

Proposals and questions should be sent by email to: recruitment@ulead.org.ua

Diversity and equal opportunities

SKL International embraces diversity and respects human rights in all areas of its work. Discrimination of any kind including on the basis of gender, religion, sexual orientation, ethnicity or culture is not accepted. Personnel shall respect equal rights of individuals and strive to create an atmosphere where people's differences are accepted and valued.

Persons engaged in SKL International's business activities shall be afforded equal rights and development opportunities. SKL International supports working arrangements that enable personnel to combine work with family commitments/personal life.